PENGUIN BOOKS INC

72 FIFTH AVENUE NEW YORK, N. Y. 10011

924-8801

Mr. Stewart Brand
Whole Earth Epilog
P. O. Box 428
Sausalito, Calif. 94965

7 December 1973

Dear Stewart,

We at Penguin would like to make you an offer for the distribution rights to the 'Whole Earth Epilog'. That offer is to leave the contract pretty much as it is except that we would retain only 20% of the gross amount billed.

Penguin was the first paperback publisher in the English language, started by Sir Allen Lane with the slogan "Good Reading at Low Cost". The list today numbers around two thousand titles in this country and is sold primarily through bookstores and colleges. The subject matter included covers everything from art to zoology with many books in print more for their literary than market value.

In the warehouse, orders are usually turned around and shipped within three days although in an especially busy season this can take six days. Penguin employs eight salesmen in the field, all of whom work under Don Passer, our sales manager, and are kept informed through the mails and telephone. There is one sales conference a year, usually in June, during which new books are introduced and policies discussed and sometimes altered.

Advertising is minimal, usually confined to an announcement in Publisher's Weekly and a few other literary journals presenting the new releases of the month. Reviewers are encouraged. Cigarette advertisements will never see the inside of our books, not relevant here but a deplorable practice.

As to size, Penguin is smaller than Doubleday, Random House and Simon & Schuster although large enough that it is very difficult to engage in bookselling without our titles.

I hope this is an adequate sketch of Penguin. If there is anything I have neglected please call or drop me a line.

All Best, Donald R. Burns

Donald R. Burns
Associate Editor
1055 Broadway
San Francisco, 94133

WHOLE EARTH EPILOG

BOX 428 • SAUSALITO, CALIFORNIA 94965

MESSAGE

TO Don Burns / Penguin
1055 Broadway
San Francisco CA 94133

DATE 24 Dec

Don,
It's a good offer. The best yet, under serious consideration.

I probably won't make the big decision before Feb. 74. Let me know if there's anything else I should know meantime.

BY Stewart

REPLY

DATE

SIGNED

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